

08/813852

Docket No. 21651.3

Abstract of the Disclosure

5 A method for promoting sales of a plurality of national and/or store
brand products carried in a plurality of departments of a store. Information
about the store brand products is collected, assembled, and referenced in
first, second, and third publications, designated for respective weekly,
monthly, and quarterly publication, which publications are visually
identifiably associated with each other. Coupons are appended to the
publications for enabling customers to purchase the respective products at a
discount. The publications are displayed, proximate to the respective
products being promoted in the publications, for appropriation by customers.

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